RFiD JOURNAL LIVE!

APRIL 28-30, 2020
ORANGE COUNTY CONVENTION CENTER
ORLANDO, FLA.
18TH ANNUAL CONFERENCE AND EXHIBITION

ATTEND THE WORLD'S LARGEST AND MOST IMPORTANT EVENT FOCUSED ON RFID AND IOT TECHNOLOGIES

THIS IS THE ONLY PLACE WHERE YOU CAN:

- **LEARN HOW TO OPTIMIZE YOUR BUSINESS OPERATIONS WITH RFID**
- **HEAR FROM RFID JOURNAL AWARD WINNERS**
- **COMPARE PRODUCTS FROM 150+ LEADING EXHIBITORS**
- **VIEW DEMOS IN REAL-TIME**
- **LEARN FROM 100+ EDUCATIONAL SESSIONS**
- **NETWORK FACE-TO-FACE WITH RFID INDUSTRY LEADERS**
- **GET RFID PROFESSIONAL INSTITUTE CERTIFICATION TRAINING**
- **ATTEND THE CO-LOCATED IEEE RFID 2020 TECHNICAL CONFERENCE**

WELCOME TO RFID JOURNAL LIVE! 2020

Dear Colleague,

RFID technologies continue to deliver outstanding results for companies across many industries, including manufacturing, retail and apparel, health care, aerospace and defense, and many others.

Whether you are currently deploying the technology or simply starting to learn how it can help your company thrive, I encourage you to attend RFID Journal LIVE! 2020, taking place April 28-30 at the Orange County Convention Center in sunny Orlando, Florida.

The event will feature the world's largest RFID exhibition, with more than 150 exhibitors from 26 countries showcasing best-in-class RFID tags, readers, software and implementation services. Innovative new products are introduced at LIVE! each year, so you will be among the first to see the newest RFID products.

With attendees from all over the world, RFID Journal LIVE! unites the global RFID community with a unique educational conference. Our 2020 conference will include three days of industry-specific and how-to tracks, as well as general education for those new to the RFID market. Our educational sessions and conference offerings are specifically designed to help all attendees and exhibitors to plan strategies, network, buy and sell, and learn and share ideas. This year's conference will include:

- **9 industry-focused tracks**
- **8 technical how-to tracks**
- **Fast-Track RFID Professional Institute Certified Associate training**
- **RFID Journal Awards**
- **The co-located IEEE RFID 2020 technical conference**

Make sure you take advantage of our lowest registration prices! Register by Friday, January 31, 2020 to save up to $700 off your registration. For the most up-to-date agenda and to register, visit rfidjournallive.com.

My team and I look forward to seeing you in Orlando from April 28-30.

Best Regards,
Mark Roberti | Founder and Editor | **RFID Journal**

RFID Journal is the leading source of news and in-depth information regarding radio frequency identification (RFID) and Internet of Things (IoT) technologies and their many business applications. Business executives and implementers depend on RFID Journal's website for up-to-the minute news, in-depth case studies, best practices, strategic insights and information about vendor solutions related to RFID and IoT technologies. This has made RFID Journal a trusted and respected technology information resource, serving the largest audience of RFID and IoT decision makers worldwide, online and at face-to-face events.

www.rfidjournal.com

CONFERENCE DETAILS

INDUSTRY TRACKS | APRIL 28 - 30

RFID FOR AIRLINE BAGGAGE TRACKING
Tuesday, April 28 - *Sponsored by* RFIDglobal SOLUTION

The International Air Transport Association (IATA) has developed global standards for the use of radio frequency identification tags to track the position of baggage in real time. Learn how companies are rolling out RFID for airline baggage tracking.

RFID IN ENTERTAINMENT, HOSPITALITY AND EVENTS
Tuesday, April 28

RFID and IoT technologies are being used by multiple companies within the entertainment, hospitality and events industries to increase productivity and efficiency. By attending this track, you will hear case studies from companies who have successfully deployed RFID and IoT solutions and have seen impressive results.

RFID IN ENERGY AND CONSTRUCTION
Wednesday, April 29

RFID and IoT technologies are being used in the energy and construction industries for many purposes, such as managing the location and security of products, and improving the efficiency of inspections at construction sites. Learn how companies in these industries are using these tools to increase efficiency in their businesses.

RETAIL AND APPAREL
Wednesday, April 29 & Thursday, April 30

Retail and apparel companies are employing RFID to achieve major benefits in stock accuracy and efficiency. This track will focus on highlighting companies in the retail industry sharing their case studies of successful RFID deployments.

MANUFACTURING
Wednesday, April 29 & Thursday, April 30

Manufacturing companies are employing RFID and IoT technologies to achieve major benefits, both in their supply chains and in their factory operations. This track will focus on showing companies how they can cut costs and boost efficiencies by tracking tools, jigs, reusable containers, work-in-process, finished inventory and more.

AEROSPACE /DEFENSE/GOVERNMENT
Wednesday, April 29 & Thursday, April 30

Companies supplying aerospace and defense companies are leveraging RFID and IoT technologies to boost manufacturing efficiencies and better manage tools and inventory. Defense departments and government agencies are also leveraging RFID and IoT systems to improve their supply chains and improve asset management. In this track, you will hear case studies from leading organizations in these sectors that are benefiting from using this technologies today.

HEALTH CARE/PHARMACEUTICALS
Wednesday, April 29 & Thursday, April 30

In the health-care field, hospitals and other medical facilities are employing RFID and IoT technologies to improve patient safety, increase asset utilization with real-time tracking, boost revenue with automated billing and reduce medical errors using track-and-match applications. Learn how RFID and IoT are impacting ROI in the health-care environment, while also improving efficiencies.

SUPPLY CHAIN/LOGISTICS
Wednesday, April 29 & Thursday, April 30

RFID and IoT sensor technologies are improving operational efficiencies in logistics. Learn how companies are improving pick accuracy and auditing all outbound shipments to ensure the right items are delivered. Hear how firms are using RFID and IoT technologies to manage reusable containers, monitor the condition of perishables and achieve substantial cost savings.

RFID IN THE AUTOMOTIVE INDUSTRY
Thursday, April 30

RFID and IoT solutions are being deployed within the automotive industry for many outcomes such as to boost the efficiency of the assembly process, and to track and trace products. In this track, companies will share their successes with deploying RFID and IoT technologies.

CONFERENCE DETAILS

TECHNICAL & HOW-TO TRACKS | APRIL 28 - 30

THE FUNDAMENTALS OF RFID
Tuesday, April 28

RFID Basics will provide an introduction to the fundamentals of the technology. In other sessions, a history and education surrounding the emerging technology will be provided.

UNDERSTANDING THE VALUE OF RFID AND THE FUTURE OF INTELLIGENT LABELS
Tuesday, April 28

Learn how to partner with the right company and develop a successful RFID business strategy, as well as understand more about the RFID market. This program is designed specifically for label converters and packaging companies.

RFID/IOT IN WAREHOUSE AND INVENTORY MANAGEMENT
Tuesday, April 28 - *Sponsored by* **AVERY DENNISON**

This track will give an introduction on how to benefit from deploying RFID and IoT technologies within a warehouse, by helping to manage inventory and coordinate supply chain.

BLUETOOTH BEACONS APPLICATION
Tuesday, April 28

This track will cover bluetooth beacon standards and components, including the core of successful beacon applications.

TECHNOLOGY AND INFRASTRUCTURE
Tuesday, April 29

This conference track will take an in-depth look at the elements of an RFID infrastructure, including standards, tags and readers, as well as how they should be set up to capture useful data.

INTERNET OF THINGS
Wednesday, April 29

The Internet of Things (IoT) is a broad term used to cover technologies that give network connectivity to everyday objects, from wearable computers to common products. How will companies benefit from IoT technologies? What strategies should companies use to take advantage of the Internet of Things, and which technologies will dominate the IoT? This track will answer these and many other questions.

RFID AND BLOCKCHAIN
Thursday, April 30

The continued development of blockchain technology has enabled businesses to conduct secure transactions. Many businesses are already seeing benefits by using blockchain technology combined with RFID, and are prepared to share their insights about those benefits, as well as the implementation issues they needed to address before achieving them.

INNOVATION
Thursday, April 30

This track will feature case studies of new and innovative uses of RFID and IoT technologies in a variety of industries. Stay ahead of products and applications that are changing the way in which companies do business, and be the first to see cutting-edge research from labs around the world.

CONFERENCE DETAILS

KEYNOTES & GENERAL SESSIONS | APRIL 28 - 29

Hear real-life case studies and successes from leaders in various industries. Topics include:

- **RFID: The Secret to Competing with Amazon**
- **Lockheed Martin Advances the "Flightline of the Future" Through Asset Visibility**
- **Digital Transformation Starts with RFID**
- **Check out our website for the latest updates**

FAST TRACK CERTIFICATION TRAINING | APRIL 28

This advanced, one-day fast-track course, presented by RFID4U, covers the latest equipment and relevant RFID deployment scenarios, provides a solid foundation to design, install, configure, monitor and troubleshoot an RFID deployment and prepares participants for the RFID Institute Certified Associate exam. Each participant will receive a voucher to take the exam online, after the event.

CO-LOCATED EVENTS | APRIL 28 - 29

IEEE RFID 2020

The IEEE International Conference on RFID 2020 (IEEE RFID 2020) is the premier conference for exchanging the latest technical research in RFID and provides attendees with a unique opportunity to share, discuss, and witness research results in all areas of RFID technologies and their applications including smart cities, energy harvesting, Internet of Things (IoT), localization, and security, to name a few. The conference attendance boasts an outstanding mix of practitioners and researchers from industry and academia.

14TH ANNUAL
IEEE RFID 2020
ORLANDO, FL | APRIL 28 - 30
2020.IEEE-RFID.ORG

14TH ANNUAL EVENT

RFID JOURNAL AWARDS

The RFID Journal Awards recognize companies that have distinguished themselves by their successful use of radio frequency identification (RFID) or Internet of Things (IoT) technologies, or the introduction of a valuable new RFID/IoT product or services.

Each year, RFID Journal selects an independent panel of judges to evaluate entries and choose the winners. Review award categories and more information at rfidjournalawards.com.

SPONSORS AND EXHIBITORS

FIND TECHNOLOGY SOLUTIONS DESIGNED TO IMPROVE YOUR BUSINESS!

MEET MORE THAN 150 EXHIBITORS AND SEE ALL THINGS RFID AND IOT IN ONE LOCATION, INCLUDING:

› Active systems and RTLS solutions
› Passive LF, HF and UHF systems
› NFC and ruggedized tags
› On-metal tags
› Handheld and fixed readers

SpotSee®
Supply chain damage visibility

CORNERSTONE SPONSOR

AVERY DENNISON

SIGNATURE AND LABEL CONVETER WORKSHOP SPONSOR

SML | RFID

PLATINUM SPONSOR

REGISTRATION SPONSOR

RFIDglobal SOLUTION

RFID FOR AIRLINE BAGGAGE TRACKING WORKSHOP SPONSOR

CIO APPLICATIONS   RetailWire.

RAIN RFID   SUPPLYCHAINBRAIN   The D&D Daily

MEDIA PARTNERS

FOR EXHIBIT AND SPONSORSHIP OPPORTUNITIES, PLEASE CONTACT:

Alan McIntosh
Senior Director of Sales
+1 212-584-9400 ext. 03915
amcintosh@rfidjournal.com

Matthew Singer
Senior Director of Sales
+1 212-584-9400 ext. 03916
msinger@rfidjournal.com

EXHIBITORS

AIM Global
Alien Technology
Apulsetech Co.,Ltd.
AsReader, Inc.
ASYGN
Automated Assembly Corporation
Avery Dennison
Aware Innovations
Barco, s.r.o.
BBT Antenna Inc.
Bluebird
Bluestar
BoingTech
BW Papersystems Stuttgart GmbH
Caen RFID Srl
CDO Technologies, Inc.
Cellotape
CipherLab
CISC Semiconductor GmbH
Cloudlander Corporation
Container Seal Co., Ltd.
Convergence Systems Limited
Denso
Ecartes Technology Pvt. Ltd.
eco IOT Solutions LLC
EM Microelectronic
FEIG Electronics, Inc.
Fujitsu Frontech North America
GIGA-TMS, Inc.
Graph-Tech USA, LLC
Guangzhou Jiebao Technology Co.,Ltd
Guard RFID Solutions Inc.
HID Global
Identiv
IDRO Co., Ltd.
Juniper Systems
Kirk-Rudy
KOAMTAC, Inc.
Kyocera International, Inc.
Litum RTLS
Lyngsoe Systems
Melzer-Matik
Metalcraft Inc.
Mid South RFID
MTI Wireless Edge
Muhlbauer, Inc.
Murata Electronics
MWT Materials, Inc.
Nanning Xingeshan Electronic Technology Co., Ltd.
NEOSID
NeWave Sensor Solution
OMNI-ID USA, Inc.
Omnia Technologies/BCIL
ONTIME
Paragon-ID

Powercast Corporation
Printronix Auto ID
Radley Corporation
RAIN RFID Alliance
Ray-Links (Beijing) Technologies Co., Ltd.
RFID, Inc.
RFID4U
RFID Global Solutions, Inc.
RF Controls, LLC
RFRain LLC.
RTV Engineering
SATO America
SecuraKey
SES RFID Solutions Asia Co., Ltd.
SenseStone Technologies Co., Ltd.
SensThys
SEWIO NETWORKS
Shanghai Quanray Electronics Co., Ltd
Shenyang Shining Fortune
SICK, Inc.
Shenzhen Chainway Information Technology Co, LTD.
Simply RFID
Siva Group
Smart Label Solutions
Smartrac Technology Group
SML RFID
SOTI
SpotSee
STMicroelectronics, Inc.
Syrma Technology
Tadbik
TAGEOS
Tamarack Products, Inc.
Technologies ROI, LLC / TROI
Technology Solutions (UK) Ltd.
Teslonix Inc.
The Tag Factory
ThingMagic, a JADAK brand
Times-7
Times Microwave Systems
Turck
T & W Operations, Inc.
United International Conference & Exhibition Co., Ltd. (UICE)
Utility Composites, Inc.
Vanguard ID Systems
Vista IT Systems
VIZINEX RFID
Voyantic, Ltd.
Wiser Systems
Xiamen Xindeco Iot Technology Ltd.
Zebra Technologies

RFID JOURNAL LIVE! 2020
18TH ANNUAL CONFERENCE AND EXHIBITION

ATTENDEE REGISTRATION OPTIONS

Registration Type	Advanced 2/1/20–3/13/20	Pre-Show 3/14/20–4/24/20	Onsite 4/25/20–4/30/20
Conference Pass	$1,299	$1,399	$1,599
Exhibit Hall Pass	$149	$169	$199
Fast-Track RFID Certification Training ** Conference included*	$1,699	$1,899	$2,199
RFID + IEEE Conference Pass	$1,599	$1,699	$1,999
IEEE RFID Conference + Exhibit Pass	$755	$995	$995

TWO EASY WAYS TO PAY

TO REGISTER ONLINE:
Please visit www.rfidjournalevents.com/live.

TO REGISTER BY PHONE:
Please call +1 800-465-5514 (+1 847-996-5814, if you are calling internationally) from 8:00 AM to 5:00 PM CST. Payment for phone registration can be made by credit card (MasterCard, Visa or American Express), company check drawn on U.S. funds or bank wire transfer. Payments by company check must be received within 30 days. Checks should be made payable to Emerald Expositions, LLC. Please note "RFID Journal LIVE! Registration" on your check. If you have any questions about these alternative payment options, please e-mail LiveReg@rfidjournal.com.

HAVE QUESTIONS?
Please e-mail LiveReg@rfidjournal.com.

ACCOMODATIONS

GET DISCOUNTED RATES AT THE OFFICIAL EVENT HOTELS:

› Hilton Orlando Hotel
› Rosen Centre Hotel

Visit rfidjournallive.com/hotels **for more information and to book direct.**

DISCOUNTS ARE ONLY GOOD WHILE ROOMS LAST BOOK EARLY AND SAVE!

BOOK EARLY TO LOCK IN SPECIAL RATES!